



THE CITY OF SAN DIEGO

## Public Library

**FOR IMMEDIATE RELEASE**  
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### **Naming Your New Business**

#### *Important Legal Issues Surrounding the Choice of a Business Name and Persona*

**SAN DIEGO** – Your choice of a name for your business has many ramifications. San Diego Public Library is hosting a FREE workshop to help you choose wisely. This excellent workshop will cover: Trademark Basics; Factors to consider in creating a Business Persona; and Local, State, National and International Filings. The session will include a lecture, displays, handouts and a question and answer period. It will be led by Karl M. Steins, a Registered Patent Attorney, and the principal associate of Steins and Associates. Mr. Steins holds a BS in Mechanical Engineering/Computer-Aided Design in addition to his JD. Along with his experience with trademarks, Mr. Steins has experience in patenting a variety of invention types, including mechanical, electro-mechanical, electrical, software, chemical, and artistic design.

This workshop will take place on Wednesday, November 1, 2006 in the 2<sup>nd</sup> Floor Meeting Room at the Central Library, from 6:00 p.m. to 8:00 p.m. The Central Library is located at 820 E Street in downtown San Diego. For parking information, go to [www.sandiego.gov/public-library/locations](http://www.sandiego.gov/public-library/locations) and click on *Parking Map, Central Downtown Library*.

To register, or for more information, please contact Business Resources & Technology Link at the Social Sciences section of the San Diego Public Library at (619) 238-6630, e-mail [businesslink@sandiego.gov](mailto:businesslink@sandiego.gov), or visit <http://sandiego.gov/public-library/services/businesstech.shtml>.

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